

What's New At Sharsheret? Support for Young Women Facing Breast Cancer



ACBCYW Meeting
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SHARSHERET
Your Jewish Community Facing Breast Cancer

PRESENTER



Elana Silber
Executive Director

ABOUT SHARSHERET

Sharsheret, Hebrew for “chain”, is a national not-for-profit organization supporting young Jewish women and their families facing breast cancer or at increased genetic risk of breast cancer, ovarian cancer, or related hereditary cancers.



SHARSHERET'S CULTURALLY RELEVANT PROGRAMS

WHEN YOU WANT IT. HOW YOU WANT IT.

- **The LINK Program = Support Program**
- **Education and Outreach Programs**



WHAT'S JEWISH ABOUT BREAST AND OVARIAN CANCER

GENETICS

1 in 40 Ashkenazi Jews carries a BRCA gene mutation, nearly 10 times the rate of the general population, making Jewish families significantly more susceptible to hereditary breast cancer and ovarian cancer.

WHAT'S JEWISH ABOUT BREAST AND OVARIAN CANCER

COMMON CONCERNS

- Genetics
- Culture
- Spirituality
- Values
- Holidays
- Dating
- Marriage
- Community

CASE EXAMPLE: JENNY R.



SUPPORT PROGRAMS

PATIENT NAVIGATION



- **Culturally- and age-appropriate** psychosocial and reproductive resources for breast and ovarian cancer survivors throughout the cancer journey
- **Comprehensive navigation plan** developed with a member of Sharsheret's support staff

SUPPORT PROGRAMS

PEER SUPPORT NETWORK

- **One-on-one** peer connections
- Young women newly diagnosed or at increased risk of hereditary cancers
- Tailored matches based on diagnoses and life experiences
- Confidential



SUPPORT PROGRAMS

GENETICS FOR LIFE®



- **Culturally-relevant resources** for women and families at high risk due to a strong family cancer history or a BRCA gene mutation
- **Guided conversations about genetics** with a member of Sharsheret's support staff
- **Health care symposia** addressing genetics

SUPPORT PROGRAMS

THRIVING AGAIN®



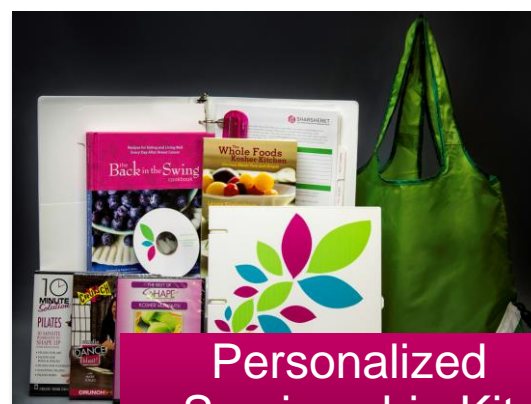
Professional and
Peer Support



Educational
Teleconferences

A photograph of a Survivorship Care Plan form. The form is titled "Survivorship Care Plan" and contains various sections for patient information, treatment details, and follow-up care. A circular highlight is drawn around the "Left Breast" section, which includes checkboxes for "Lumpectomy", "Mastectomy", and "Mastectomy/Reconstruction".

Survivorship Care
Plan



Personalized
Survivorship Kit

EDUCATION AND OUTREACH

TOOLS TO SCALE UP OUR PROGRAMS

1. Sharsheret Pink Shabbat and Outreach Events
2. Social Media
3. Educational Resource Series
4. Sharsheret on Campus



WHAT'S NEW AT SHARSHERET?

GROWTH AND EXPANSION

- **CDC Grant to Grow Support Programs**
- **5-Year Strategic Plan – Capacity Building**

CDC COOPERATIVE AGREEMENT

HIGHLIGHTS

1. Evaluation
2. Collaboration
3. Nutrition, exercise, and genetics resources

PRELIMINARY EVALUATION

METHODS

- 30 day post-intervention satisfaction survey
- Topics:
 - Demographics
 - Psycho-social health
 - Referral source
 - Overall satisfaction (Patient Navigation)
 - Peer Support satisfaction
 - Genetics for Life satisfaction
 - Thriving Again satisfaction

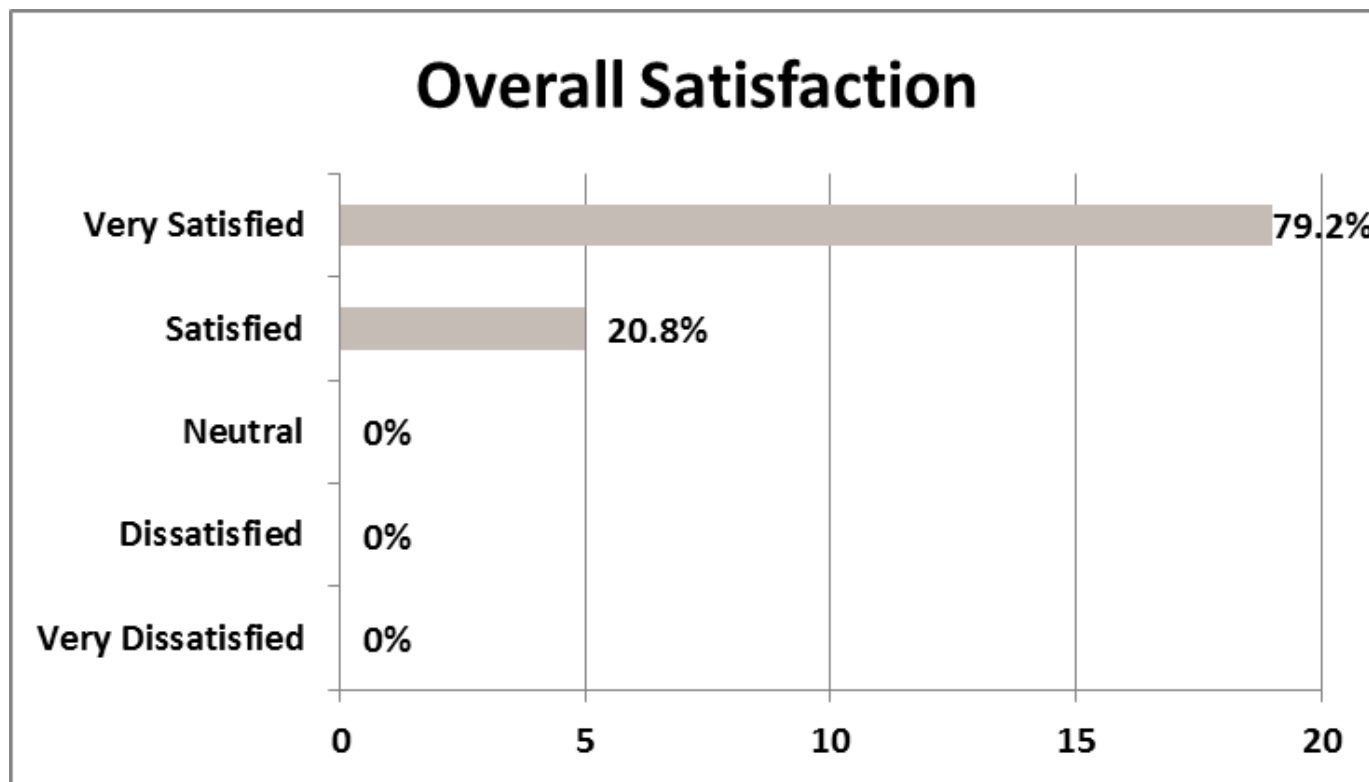
PRELIMINARY EVALUATION

DEMOGRAPHICS

	n	%
Age		
25-34 years	6	25.0
35-45 years	18	75.0
Gender		
Female	24	100.0
Race		
White/Caucasian	21	87.5
Black/African American	2	8.3
Other	1	4.2
Jewish Descent		
Yes	17	70.8
No	7	29.2
Marital Status		
Married or partnered	17	70.8
Divorced	2	8.3
Single, never married	5	20.8

PRELIMINARY EVALUATION

RESULTS



PRELIMINARY EVALUATION

RESULTS

Peer Support (n=10)

Peer Supporter offered
help I could not find from
others
Agree = 100.0%

Genetics for Life (n=5)

Helped identify what I
needed to make decision
about genetic issues?
Agree = 100.0%

Print resources were
helpful?
Agree = 100.0%

Thriving Again (n=19)

Survivorship kit
addressed concerns?
Agree = 89.0%

Most useful component?
•#1 Health & Nutrition
•#2 Healthy Living
•#3 Calendar

STRATEGIC PLAN

OVERVIEW

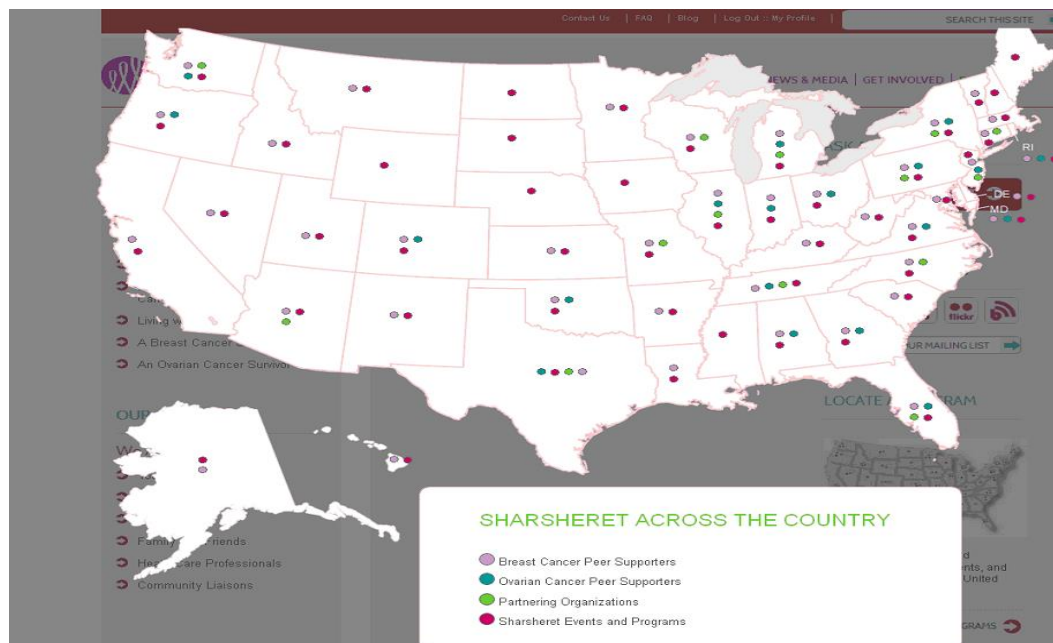
The new plan puts forth **four key strategic imperatives**:

1. Enhancements to our **national and regional structure**.
2. To **cultivate medical partnerships** to support the expansion.
3. Sustainable **fundraising and marketing initiatives**.
4. To **respond to developments in technology and social media**.

NATIONAL IMPACT

NUMBERS

- More than **5,500 Jewish YBCS** in our Peer Support Network
- More than **54,500 Served**



NATIONAL IMPACT

ACHIEVEMENTS – 2015

- Published our first **journal manuscript** in the journal *Healthcare*
- Submitted five **abstracts** to professional health care conferences
- Presented three **national health care symposia** addressing clinical trials, cancer screening updates, and genetics
- Shared **culturally-relevant resources** with more than 3,300 health care professionals in Sharsheret's database
- Distributed more than 73,000 **educational resources** to women, families, and health care professionals nationwide

SAVE THE DATE

FREE NATIONAL WEBINAR



Karen E. Hurley, PhD

Licensed Clinical Psychologist,
Hereditary Cancer Risk

National Healthcare Symposia:
February 2nd
8:15 pm EST

“Take Control: Navigating the
Emotional Roller Coaster of
Cancer”

To register or for more
information, email
skravit@sharsheret.org.

CONNECT WITH US

Any Questions?

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www.sharsheret.org

